

### 3DVC\_Green2\_WOWFactor

#### The WOW factor

Scribe: Joshua Lerman

2nd round of breakout sessions

~ 8 in attendance

Goodsell opened the meeting and mentioned that he started to incorporate biological data just when computer graphics was taking off. It takes him ~1 week to draw each picture (after building up data/energy to do it)!

Notes:

1. Augmented reality is amazing
2. Should the 'WOW' factor be a part of our research efforts?
3. Stigma associated with the 'glitz' factor --> have to be clear about the forum the WOW is being applied to
4. Keep data and presentation BIAS free. - How can u remain unbiased while WOWing?
5. Researchers sometimes dumb results down too much. The public can handle more than 2 blobs interacting.
6. American society for cell biology --> Made T-shirts. Was very successful.
7. Airports in Chicago + San Diego? Research presented there and public aware of it and enjoyed it. --> Captive audience
8. Don't be afraid of a vacuum / white space on the sheet.
9. Be culturally sensitive
10. WOW factor needs to be tied to social significance or at least help understand the world
11. 20 slides in 20 seconds --> can scientists leverage this presentation format? Pecha kucha? Universities should have these every night. The public is paying for this work.
  - a. Others: is this distracting to the primary goal?
  - b. Others: Can dedicate a specific committed time for these sorts of activities
  - c. Should this be the dedicated focus of 1 or more people on the research project?
  - d. They can be saved and presented on the internet like Ted talks.
12. Conferences open to the public? High school or undergraduates especially.
13. What role do scientific magazines play in the WOW factor?
14. How can the models get to the illustrators?
15. Maya + PDB --> a tough connection to forge
16. Arthur Olson --> molecular modeling software and methods are not on the same level as Hollywood. Hollywood + molecular modeling packages converging on Python though. Python could be the unifying link to the high end Hollywood animation software. Work with Hollywood to make sure science is portrayed accurately --> Scientists as movie consultants. --> Hollywood already has the WOW factor.

17. The WOW factor should not be ignored in science museums
18. The WOW factor takes a lot of time.
19. Good first step: Leverage the 10 year anniversary of human genome sequence publication
20. 2019: 50th anniversary of manned mooned missions --> World event! Science should be in the forefront. NASA does communication well. They have an extra special cool factor though....
21. Art and science need to be sold together